

TV Venture In Britain Is Applauded

LONDON (AP)—Britain's opening venture in commercial television got high marks today on the production side from most newspaper critics. But some warned the effects of the advertisements may be cumulative, like Rocky Marciano's punching.

The critics rated commercial TV a formidable threat to the state-sponsored BBC variety, which hitherto has monopolized British viewing screens.

The initial program was a mixture of vaudeville, drama, high-class music, news and boxing. The advertisements — 24 of them during the 3 1/4-hour showing — were muted and largely painless.

Several comedians took coy pokes at the rival British Broadcasting Corp. ("Hello, you BBC deserters out there!") but BBC was as dignified as a great Dane. It even returned kindness for quips, including in its 7 p.m. newscast an announcement that the independent TV would hit the airwaves 15 minutes later.

The historic first commercial showed a tube of toothpaste embedded in a block of ice. Offstage, a smooth-voiced announcer intoned: "It's tingling fresh. It does your gums good. It keeps your teeth as white as snow." Then a pretty girl brushed her teeth.

The advertisements, each one minute long, extolled such things as beer, chocolate, margarine and soap powder. They came at what were regarded "natural program breaks."

The dignified London Times commented: "Offensive would be too strong a word by far for these comic little interruptions of entertainment. But one did feel, nonetheless, that a thick skin of resistance to them will be needed before long."

The Daily Mirror predicted a "lively battle" for supremacy between the new network and BBC. The Mirror said commercial TV's "pictures were clear and sharp, the sound clear and resonant, and the program had surefire pace and professional polish."

The News Chronicle felt the televised plugs were so unobtrusive that "In general no American sponsor would have given them screen time."

The Communist Daily Worker found the whole show "extremely boring."

Investigator Says Cancer Quacks Cost Both Lives and Money

CHICAGO (AP)—An American Medical Assn. investigator says cancer quacks take the public for 50 million dollars a year and cause thousands of deaths among persons kept from obtaining early diagnosis by competent physicians. Oliver Field told an American Cancer Society meeting that if and when a cancer cure is found, the medical profession will make it known.

Fire Truck Crashes; Tiller Man Not There

SPRINGFIELD, Mass. (AP)—A long hook and ladder fire truck crashed against a new automobile which smashed into a second car at a road turn last night.

The tiller man — who steers the rear section of the fire truck — was not there.

Fire Chief Dennis Murphy quoted the unidentified tiller man as saying that because of the nature of the fire he didn't bother to board the vehicle at the fire station.



EAST MEETS WEST—Children from both East and West Berlin enjoy party given on busy Friedrichstrasse by Willie Kressman, mayor of West Berlin borough of Kreuzberg.

Figures Top Post-WW2 Rush— Rush to Missouri Colleges Topples Enrollment Records

KANSAS CITY, (AP)—The rush to Missouri's colleges this fall has bowled over enrollment records at many of the schools.

At some of them the figures far surpass the post-World War II rush to the campuses.

For instance, at Northwest Missouri State College, Maryville the enrollment figure of 1,217 is an all-time high. Last year the college had an increase of 29 per cent, and this fall a similar increase is shown.

At the Missouri School of Mines at Rolla the registration of 1,900 represents a 32 percent hike over 1954.

What's behind this stampede to study? "I wish I knew," was the answer

CAA Legal Section Gets Godfrey Case

CHICAGO (AP)—The case of whether Arthur Godfrey flew too close to an airliner in his private plane has been turned over to the Civil Aeronautics Administration's legal section at Kansas City.

Harry Troxell, CAA investigator in Chicago, said the file, including Godfrey's formal reply to charges, was forwarded to Kansas City yesterday "for whatever action" the legal section "finds necessary."

Ozark Airlines complained to the CAA that Godfrey flew his DC3 plane within 100 feet of an Ozark passenger plane shortly after both took off from Chicago's Midway Airport Sept. 7.

Godfrey denied to newsmen that he flew too close to the airliner. He said he merely "waggled" his wings in a greeting and that there was no danger of a collision.

It May Not Win Games But It Will Eat Well

NORTH KINGSTON, R. I. (AP)—The town high school football team may not be the best in the state, but certainly it will be one of the best fed.

Thirty members of the squad will eat steak, baked potatoes, peas, rolls and milk in the school cafeteria a few hours before a game Saturday against East Greenwich High School.

The parents are paying the bill. And the fathers will do the dishes.

Democrat Class Ads Get Results

Six Persons Are Dead After Head-on Wreck

SHAMROCK, Tex. (AP)—Six persons were killed in the head-on collision near here yesterday of two automobiles.

The dead were Mr. and Mrs. Shelby Fitzsimmons and their daughter Donna Jo, about 4 1/2, all of Salisaw, Okla.; Johnny Littlejohn, 5, Shamrock, Tex.; and Samuel Brabham and Miller Leroy Gaskin.

Brabham and Gaskin were in the same car in which Ferguson Cross was injured. The car bore Connecticut license plates, but the home-towns of the occupants were not immediately known.

State patrolmen said the collision, four miles east of here, occurred when one automobile attempted to pass a truck.

Secretary Operates 34-Ton Dump Truck

CHICAGO (AP)—Pat Moore, 20-year-old Cleveland secretary, may find it rather dull going back to her typewriter.

For the past month, the pretty 5-foot-3 girl has been operating a 436-horsepower, 34-ton Euclid dump truck.

She is one of the performers of the General Motors Powerama, a 23-acre diesel and gas turbine power exhibit in Chicago which closes Sunday.

So far she hasn't dented a fender. Her parents, Mr. and Mrs. William E. Moore of Cleveland, watched her maneuver the truck last week.

"And to think I didn't trust you with the family car," her father remarked.

Democrat-Capital Class Ads Are Workers You Can Afford To Hire. Phone 1000.

Sailor Scares Bus Passengers And the Driver

PITTSBURGH (AP)—A knife-wielding sailor terrorized a bus driver and his 28 other passengers yesterday on a 20-mile ride along the Pennsylvania Turnpike before the driver grabbed a fire ax and subdued him.

The sailor, Robert L. Jones, 23, of Washington, D. C., was held without charge today by police pending action by naval authorities.

The driver, W. E. Small, 50, and four of his passengers required treatment for shock. Officers gave this version: A short time after the Washing-

ton-bound bus had left Pittsburgh, Jones went berserk, shouting that a woman passenger had told him he took her seat. He ran behind Small's seat, pulled a switchblade knife and pressed the point of it against the throat of the startled driver.

"Keep going," he roared at Small.

Finally, Jones ordered Small to pull the bus into the driveway of a restaurant. When the bus stopped, Jones forced the passengers to leave. As they hastily complied, Small grabbed the fire ax, swung menacingly at Jones and cowed the sailor.

State police arrived soon after, wards and took Jones into custody. Jones, a Negro, was reported to have been serving as a cook aboard the USS Wasp, an aircraft carrier.

THE SEDALIA DEMOCRAT—Sedalia, Mo., Friday, Sept. 23, 1955 5

Name Fits

HIGH LONESOME, N.M. (AP)—The name fits. It's high and its lonesome. Lore and legend of how the place in southern New Mexico got its name has been lost, but operators of the bar and store admit it gets more than just a little lonesome at times — and with the bar, more than a little high.

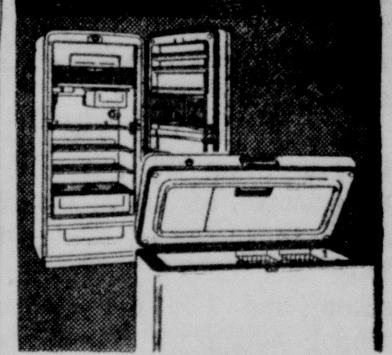
A recent study shows that the average time it takes to get action on U.S. jury cases in court is 11.4 months.

ST. JOSEPH ASPIRIN FOR CHILDREN ACCURATE DOSAGE FOR YOUR CHILD

"Tullis-Hall Ice Creams Best" Ad.



makes the GOOD ones!



NEW INTERNATIONAL HARVESTER FREEZERS AND REFRIGERATORS

IH makes 'em good and we make 'em available on easiest of easy terms. America's smartest refrigerators — 7.4 to 12 cu. ft. World's leading freezers — chest or upright — 7 to 20 cu. ft.

SEE—AND SAVE—AT ADAMS TRUCK AND TRACTOR

401 West Main Phone 283

TRAVLER 17 IN.

only —

\$99.95

Powerful Super Cascade Chassis . . . Built-in Antenna . . . Static Free F-M Sound . . . Famous Super UHF-VHF Tuner . . . RCA and Hazeltine License . . .

21" Travler TELEVISION . . . \$159.95

FREE! . . . Child's T-V Chair, \$8.95 value, with EVERY SET!

Midwest Auto Stores

115 W. MAIN

PHONE 962

HURRY HURRY HURRY SAVE SAVE SAVE

2ND COLOSSAL WEEK!

BUICK SALES CIRCUS

Wisdom Of The Ages

Nine out of ten successful men
Whose efforts have succeeded
The road was paved
With what they saved
To use when badly needed.

Will Rogers had something to say about everything including this bit of philosophy . . . He said: "Few men have ever gone anywhere unless they first knew where they were going." The Sedalia Savings and Loan Association is in full accord with this statement. Those with a savings account at the Sedalia Savings and Loan Association usually know where they are going and by saving, are taking the most certain road to get there; the paved road to both present and future success. They know where they are going and, each payday, the first place they are going is to the

Sedalia Savings and Loan Association

112 West Fourth Street Sedalia, Mo.

Member of
Federal Savings and Loan Insurance Corp.
Federal Home Loan Bank System

More than just a policy

STATE FARM PERSONALIZED CLAIM SERVICE

Wherever you are, if you are involved in an accident, a State Farm representative is nearby to help you. If it happens near home, the agent who wrote your policy will give you fast, friendly assistance. Away from home — there are nearly 8,000 agents and claims representatives across the country ready to help you.

It Pays To Know Your STATE FARM Agent

Charles W. Halbrook
514 1/2 South Ohio Phone 4814

W. P. Hurley
219 1/2 South Ohio Phone 630
Sedalia, Missouri

C. J. Wheeler
LaMonte, Missouri

We're going wild in the Biggest Sales Jamboree in Buick history! Come in and we will Deal, Deal, Deal 'til you get the new Buick of Your Dreams.

Yes, Sir — Week After Week After Week We're Breaking Every Sales Record in Buick History.

We're having so much fun selling Buicks we're forgetting all about our profits. It's just like eating circus peanuts. The more we sell, the more we want to sell.

That means you get the greatest deal on earth at the Buick Sales Circus. Prices you won't believe. Deals that will make your head swim. Yes, sir, on spanking brand-new Buicks, the hottest-looking, hottest-performing cars that ever came down the pike. Pick out the one you want, the color you want, the equipment you want — and we'll wheel and deal 'til it goes right into your garage.

We mean it! If you'd like to save a bundle of cash, hop down here fast and join the fun. You'll be driving out in the car of your dreams!

Thrill of the year is Buick — Biggest-Selling Buick in History!

COME AND DRIVE 'EM AWAY

while there's still a wide selection in colors and models!

4-DOOR HARDTOPS

2-DOOR HARDTOPS

2-DOOR SEDANS

MIKE O'CONNOR CHEVROLET-BUICK CO.

400 South Osage Sedalia, Missouri Telephone 5900

HURRY, HURRY, HURRY TO OUR BUICK SALES CIRCUS

